

THE GLENDALE NEWS

DAILY EXCEPT SUNDAY

DEVOTED TO THE INTERESTS OF GLENDALE

GLENDALE—
The CITY of HOMES

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The CITY of HOMES

VOL. X.

GLENDALE (LOS ANGELES POSTOFFICE), LOS ANGELES COUNTY, CAL., FRIDAY, JULY 23, 1915.

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ARMY OF DEFENSE

GEORGE H. MAXWELL'S ILLUMINATING EXPOSITION OF THE PATRIOTISM OF PEACE

George H. Maxwell, executive director of the National Reclamation Association, who is to speak in Glendale Tuesday on his favorite subject, "National Defense," has devoted 20 years to the work of reclaiming the deserts and protecting against floods. He has a notable plan for national defense that will safeguard the country against nature's destroying forces and also against invasion by a foreign nation.

To Mr. Maxwell is due, more than to any other single individual, the conception and the passage of the National Irrigation bill, which means a new empire for the United States of far greater value than the possessions taken over after the Spanish-American war.

This great emancipator of the arid west has, with characteristic foresight perceived that in the creation of a "peace army" continually engaged by the government on development work, and serving as a defense force in reserve lies the salvation of this nation from the danger of invasion on either the Atlantic or Pacific coast. He has a plan for a mobile troop of 500,000. This force working on irrigation and reclamation schemes would be ready if needed for immediate military service.

Pointing to the idle army we maintain in our camps, barracks and forts, Mr. Maxwell urges that they be sent out to fight forest fires. "We have," he says, "an army of loafers where we need an army of workers. The workers will fight just as well as the loafers if the need ever arises, and in the meantime they are ready in case of need. With such an army we would have the best assurance in the world that no other nation would attack us."

Mr. Maxwell says that thousands of good Americans are going every day to the Canadian northwest, and hundreds of those former citizens of this republic are fighting today with the English forces in Europe. They would have remained in their own country had there been openings for them in the west.

"The government," says the author of 'Our National Defense,' made a start when it organized the reclamation service with the creation of a revolving fund for the building of irrigation works. The original appropriation will be returned many times over from the irrigation of lands that has been brought "under ditch," and the success has been so great that congress should have no hesitation in greatly broadening the work.

"In California we know the great benefit of good roads in promoting the welfare of rural districts. For these semi-arid lands irrigation must go hand in hand with permanent highways. Imperial valley is a wonderful proof of what can be done with what was supposed a quarter of a century ago to be worthless soil."

Mr. Maxwell outlines his plan for national defense in his book. His plan contemplates the enlistment of an Army of Peace, working under civil control in time of peace to safeguard the land from nature's destroying forces, but always ready for service under military control in the event of invasion of this country by a foreign army. This army would be engaged in all public works necessary for the regulation of river flow and prevention of and protection from floods, reclaiming deserts and swamps and building great national system of highways.

The men doing this work would be enlisted as reservists. They would be given military training and in this way the United States would have at least as big an army reserve as Australia, which has 600,000 men or Switzerland which has 500,000.

It is very clear and has been for a long time to the little group of real thinkers in the United States that this country is absolutely at the mercy of any well-equipped foe who might care to attack it. Our navy is wholly inadequate and might not be able to get through the Panama canal when needed, or at least not in time to do any good. The submarine has changed the whole aspect of naval warfare and scientific development is rapidly drawing the teeth of the submarine.

Nothing short of a mobile land force, according to Mr. Maxwell, could save this country in its time of need and such a force could be provided not only at a minimum cost, but with highly profitable returns from its valuable labor on the regulation of rivers; on internal improvements and public works. A working force of this nature could do all construction work in time of peace and be ready for instant service in time of war.

LECTURE DATE CHANGED

It has been found necessary to change the date arranged for the lecture to be given by Mr. George H. Maxwell, executive chairman of the National Irrigation association. The committee appointed to fix the date of the lecture now announces that it will be given on the evening of Friday, July 30.

CITY WATER SYSTEM

H. B. LYNCH SAYS SERVICE IS BEING IMPROVED SYSTEMATICALLY

Gradually but surely the city water system is being connected up, simplified and vastly improved. The public service department is, as far as possible, following the practice of putting in the new pipes wherever new paving is to go on. In this way the improved water service will always precede the new paving and thus obviate any necessity for taking up paving that has just been put in. For this reason also it is not possible for the public service department to advertise very far ahead the work it is going to do, much of it being dependent on where the paving is to go on.

Harry B. Lynch, manager of the public service department, said to a representative of the Glendale Evening News yesterday: "This department has been steadily busy since details of its work were last published in the Glendale Evening News. We have connected the main in Ninth and Penn to the Glendale reservoir. A great deal of cast iron pipe has been put in and adequate fire protection provided. We are installing double 6-inch hydrants, heavy standard hydrants, everywhere.

"Glendale avenue is being connected up. Here we are putting in a short piece of 8-inch line to relieve the pipe line which feeds the western section on First and Sixth. The Verdugo Canyon company, of which the city owns a large proportion, less than a month ago put in a new main leading to the Glendale reservoir and is now bringing down more water from the canyon.

"The department has connected up on Central avenue. We have made many connections with the new cast-iron main on Orange and Broadway to Sixth and we have provided better fire protection along the backs of the buildings there.

"Applications for the paving of Brand boulevard from Second street to the city limits mean that we have to lay an 8-inch cast-iron main ahead of the paving there. On all the cast iron work we have been setting up big hydrants.

"Two weeks ago the board reduced the rate for water to \$1 for the first one thousand feet and with a straight rate of 5 cents a hundred for all water used after. The board also fixed the rate for irrigation water at 5 cents a hundred.

"My department is taking out old meters wherever practicable and replacing them with new meters. This has been done already in several hundred cases. The gravity flow in the canyon is about the best it has ever been. For several seasons the rainfall has been above normal. The consequence is that there is now a very plentiful supply in the reservoirs with a flow of almost 2500 gallons a minute."

RETURNS TO MISSOURI

On Wednesday of this week John A. Morris departed for Kirkville, Mo., to join his family there. For the past six years Mr. Morris has made his home in Glendale, most of the time with his sister, Mrs. Fred W. Anderson. He has been the recipient of many kindnesses from the Anderson family. He came here very seriously afflicted and has been materially benefitted by his stay in this delightful valley and in Glendale in particular. He desires that all who showed him kindness while here and those who aided him in his return to his home should receive his most sincere thanks. He thinks Glendale one of the most delightful places on earth and if his family could have joined him here he would have been delighted to have remained.

GO TO MINNESOTA

Mr. and Mrs. Salo Desky will leave Monday over the Salt Lake via Denver and Omaha for their former place of residence, Fergus Falls and Minneapolis, Minn., where they will spend two months visiting with old friends. Mr. and Mrs. Desky lived at Fergus Falls for thirty years prior to coming to Glendale two years ago and expect to have a delightful visit there. They will return over the Great Northern by way of Portland and San Francisco and will visit many places of interest en route.

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WORKERS ALWAYS WIN

A THOROUGH SYSTEMATIC CAMPAIGN OF SUBSCRIPTION SOLICITATION WILL WIN MAXWELL

Second Extra Vote Offer

Here's the second big extra vote offer of the contest. Forty thousand extra votes will be issued on every \$25 worth of new subscriptions to the Evening News or Tri-City Progress turned into the Glendale Evening News office between Saturday, July 17, and Saturday, July 31, at 8 o'clock p.m. All daily subscriptions to count on this offer must be for at least three months, and all subscriptions to the Tri-City Progress must be for one year or longer.

A business man could not successfully conduct a store and be open for business one day and have his establishment closed the next; a physician or lawyer could not make a success of their profession and keep office hours one day a week; and a life insurance solicitor could not make a living working several hours every five or six days. Neither can a contestant in the Evening News contest expect to win the first capital prize, the \$850 Maxwell Touring Car, by working now and then, or a few hours a week. It will be consistent, steady work that will win the best prizes in this great subscription campaign.

All candidates started out with the same chances at the opening of the contest, but some by a thorough canvas of the field for votes (which means subscriptions to the Evening News and Tri-City Progress) are pulling ahead of others, although any who may have been somewhat slack in their efforts to gain votes have ample opportunity to redeem themselves and add substantially to their score before the close of the contest and particularly in the next seven days that remain of the second extra vote offer which allows 40,000 extra votes on every \$25 in new subscriptions turned into the News office. If you are a contestant in this popular "battle of the ballots" see that you make every day from now on count for votes for what will win the \$850 Maxwell Touring car. The \$400 Schiller piano, the trip to the exposition, the \$75 scholarship to the Isaacs-Woodbury Business college or the \$50 deposit at the First National Bank of Glendale.

If you are a friend of one of the contestants give all the assistance you can during the next seven days, as the amount of extra votes secured by each contestant between now and Saturday, July 31, will affect the chances of the prize winners considerably.

If you would win in this campaign, work for the real workers in this world win the "plums of life."

TROPICO

Mrs. M. Wilkes and daughter, Miss Ella Wilkes, of Los Angeles were the guests of Mrs. Samuel A. Pollock of West Park avenue Thursday at a daintily appointed luncheon. Other guests included Mrs. Pollock's sister, Mrs. Wesley Simons of Philadelphia, Pa., and Miss Bess B. Blaney, also of Philadelphia, who is spending a few weeks as the guest of Mrs. Pollock. This charming young matron was assisted by her mother, Mrs. Elizabeth Kasseall.

Mrs. L. S. Jenkins, accompanied by her daughter, Miss Clara Jenkins, and son, Lee Jenkins, and William Smith are enjoying a most delightful outing at Catalina.

T. M. Barrett and daughter, Miss Isabella Barrett, left for San Diego this morning in their auto, where they will spend several days doing the exposition and other interesting places in the southern city.

The municipal playground is a great boon to the children these long summer afternoons. Baseball, tennis, croquet and other athletic sports are enjoyed by the many children who daily visit the playgrounds.

Percy Priaux has returned from a few days' business trip to Arizona.

Miss Esther Schremp left for San Francisco the first of the week where she will spend two weeks as the guest of her aunt and visiting the exposition.

Mrs. W. A. Hough and daughter, Mary Jane, leave tonight for Pasadena, where they will be guests of Mrs. Hough's daughter, Mrs. Craig.

GLENDALE TRULY DRY

PARCHED CITIZENS GAZE LONG-
LINGLY WHERE COOLING
STREAMS SHOULD BE

Never did hart pant after cooling streams more than the parched and thirsty citizens of Glendale long for those ice-cooled street fountains which a dilatory officialdom has promised so oft and yet failed to install. Never did attenuated wanderer on the Mojave desert or in the deadly sink of the Death valley find himself more deceived when lifting up bloodshot eyes he has beheld a vision of rippling waters and waving trees and followed it only to find himself the victim of a mirage than have the water-drinking inhabitants of this lovely city of the foothills when noon after noon they stand with panting, heaving chests and throats dry as the dust of the canyons, straining their eyes to see if perchance the promise of cooling fountains has been fulfilled.

Coleridge's Ancient Mariner, who shot the albatross and was doomed to lie in the "doldrums," with "water water everywhere and all the boards did shrink; water, water everywhere and not a drop to drink," was not more cruelly used than the trusting denizen of the dale who daily visits the corner of Broadway and Brand or haunts the environment of the city hall in vain hope that the limpид treasure of Verdugo canyon may be found, in crystalline flow to lower the temperature of his rapidly wasting body and soothe his dust-infested throat—"hissing hot, Master Official, hissing hot!"

Here we are at the end of July. Heat and humidity are wreaking their revenge on the human species in Glendale with fiendish malignity. "All in a hot and copper sky, the bloody sun at noon, Right up above our heads doth seem no bigger than the moon."

Day after we stretch forth

be-seeking hands to the powers that be and ask in anguished tones, "Where, oh where is that ice-cooled fountain you swore two months ago would pour its crystal frigidity on our burning frames?" Echo answers "Where?"

It is true that an ingenious Arab, journeying over the "hot and burning sands," once invented a system of feeding that accustomed a camel to live on a single straw a day. It is also true that the over-trained camel died. Do you wish to teach us to go all day without the alleviation of our natural thirst by even one drop of those cooling streams that in our imaginations, stimulated by the feverish dreams peculiar to men and women dying of thirst, we can hear tinkling in the hills like the tinkle of something cool in a long crystal receptacle? Beware, cruel men, lest in the course of the experiment your wretched fellow townsmen die. Think of it! Picture it! Would you ever sleep eight nights after that?

Are you not afraid lest, emulating the famous dog in Goldsmith's verse, which to "serve some private ends went mad and bit the man," some of your long-suffering brethren and sisters may go mad and do something both might regret? Have mercy, have mercy upon us!

As Horace in his ode to the fountain of Bandusia promised that he would celebrate in verse that would make it immortal the rock with the waving ilex tree whence its babbling waters leapt down, so shall all Glendale celebrate in first-class style that day on which, if we be not all laid low, the mould ere then—we first hear the welcome "drip, drip" of the drinking fountains with or without those complicated coils that are to cool the draughts for us at our street corners. Yea, verily, we shall come forth, young and old, rich and poor, strong and feeble, and we shall laugh; truly we shall dance and sing, eke we shall call forth the musicians of the city and shall bid the band discourse most excellent music.

Make haste and set forth your fountains that we all perish not and of a verity we shall make the hills of Verdugo resound and the distant Sierras give back the voice of merriment and rejoicing. That shall be a day of days. Oh, let it come speedily!

BAND CONCERT TOMORROW NIGHT

A number of inquiries have been made at the News office in regard to a band concert this week and we are informed by those in authority that the Glendale Municipal band will play tomorrow evening at the Pacific avenue school on the occasion of the formal opening of the Pacific Avenue playgrounds.

The kaiser is a blood relative of King George, but the latter probably looks on him more as a bloody relative.

ENJOY JOINT PICNIC

WEST GLENDALE CHURCH CLASSES DISPORT IN GRIFITH PARK

The J. O. C. and L. S. classes of the West Glendale M. E. church, together with their teachers, Mrs. E. Hoskyns and Mr. D. E. Johnston, and several guests heartily enjoyed a picnic at Griffith park Thursday afternoon. Six of the young people, chaperoned by Mrs. K. E. Cannon, left at 2 o'clock and walked to the park. The merry party of hikers enjoyed a good game of ball until the arrival of the pastor, Rev. J. H. Hartsell, son Pierre and Miss Eula May in an auto. Then the young folks, after a walk around the park, climbed Bee Rock and enjoyed a cooked supper, and experienced all the pleasures of a picnic even to the killing of a rattlesnake, returning home in the cool of the evening.

The guests who enjoyed this affair were: Rev. and Mrs. H. J. Hartsell, Mrs. D. E. Johnston, Mrs. K. E. Cannon, Mr. W. S. May, Master Tannion May, Miss Viola Johnston, Rev. E. Hoskyn. The members of the L. S. class present were Raymond Cleeland, Eugene Moore, Pierre Hartsell, Alfred Everett and the teacher, Mr. D. E. Johnston. The following members of the J. O. C. class were present: Misses Eula May, Phoebe Everett, Mildred Elliott, Irene Jones and the teacher, Mrs. E. Hoskyn.

NORTH GLENDALE

Mr. and Mrs. Rueben George of Arden avenue have issued invitations for a dancing party this evening at their attractive home. A delightful time is anticipated.

Mr. and Mrs. C. H. McKeever and Miss Mary McKeever of Hollywood motored to North Glendale Wednesday and were guests at luncheon of Mr. and Mrs. J. Earl McKeever of 421 North Brand boulevard.

Mrs. J. Ward of Los Angeles has rented one of Mr. W. J. Bike's houses on Dryden street and has taken possession.

Mrs. Fred Burlew of Valley View road entertained as her house guests during the past week her cousins, Dr. and Mrs. W. H. Newman and son, Mr. Ronald Newman of Mira Mar, Long Beach.

Mrs. Carrie Murphy of West Twenty-fifth street, Los Angeles, is spending the day in North Glendale calling upon former neighbors and friends.

Mr. George H. Marsh has traded his property at 1645 Ruth street to Mr. Ralph Church of Highland Park for a fine modern home on San Rafael street and with his family has moved in.

Mrs. Judd Mead of 1648 Ruth street is entertaining as her house guests Mrs. H. L. Smith and son, Norman, of Placentia, Cal.

Mrs. B. J. Lyons and little son John are now at home at 1617 Ruth street after a visit of several weeks with her mother, Mrs. J. Maher, of Angelino Heights, Los Angeles.

Mr. and Mrs. Thomas Saeger of 1215 N. Central avenue are greatly enjoying a visit from a number of relatives from various points in the east. Mr. and Mrs. Atley Smith of Sheridan, Wyoming, recently arrived in Glendale after a delightful visit in cities further north, including Seattle, Tacoma and San Francisco. Mrs. Smith is a sister of Mrs. Saeger and the reunion is a happy one as another sister, Miss Robinson, of Winchester, Va., is also at the Saeger home. Mr. Saeger's brother-in-law, Rev. Groh, of Omaha, Neb., is another guest in this hospitable home.

WISHARD APPOINTED COMMISSIONER

Harry A. Wishard, assemblyman from this district, returned today with Mrs. Wishard from a trip to their former home in Iowa. Mr. Wishard has been appointed by Gov. Clark of Iowa as commissioner for that state in California. Inasmuch as so many Iowans make Los Angeles their temporary or permanent home, Governor Clark decided a commissioner should be appointed.

Mr. Wishard henceforth will be associated with Herbert Butler Brown, a prominent attorney, in a suite of offices of the Baker-Detweiler building on Sixth street.

Wishard was known as the "boy orator" of the last assembly and the "bulldogged baby of the legislature." He was chairman of the committee on revision of criminal procedure and a member of the judiciary committee. He was the author of the mother's pension bill.

Your advertisement is your personal representative to the buyers of this locality.

FUN WITH THE MASONS

FIRST "GLENDALENSKY" OF LOCAL COMMANDERY WAS A SWEEPING SUCCESS

Curiosity to know what might be the nature of a "Glendalensky," united with the confidence that Glendale commandery would excel even its well known and appreciated originality in hospitality, brought out a very large crowd to the clever and enjoyable entertainment given

THE GLENDALE EVENING NEWS

Published Daily Except Sunday

A. T. COWAN - - - - - Publisher and Proprietor
Office of Publication 920 West Broadway
SUNSET 132 —PHONES— HOM 2401

SUBSCRIPTION RATES

ONE YEAR	\$4.00
ONE MONTH	.35
ONE WEEK	.10

Entered at the Postoffice at Los Angeles, Cal.,
as Second-Class Mail Matter

GLENDALE, CALIFORNIA, FRIDAY, JULY 23, 1915

NEW COUNTY ROADS

It is likely that an election will shortly be called by the Los Angeles board of supervisors for the purpose of voting \$2,750,000 bonds for canyon highways and the completion of the harbor truck boulevard. The chambers of commerce in the county have been requested to participate in the discussion of this measure and automobile clubs and other civic improvement and commercial bodies are likely to lend their wisdom to the debate.

Los Angeles county has always stood for good roads. The construction of those roads begun in 1908 was followed by a rapid development of the county. Farmers found their receipts vastly increased and their expenditures lowered and this wealth was added to the natural capital of the county.

It is now found that there is an immense stretch of territory that is undeveloped for want of roads; that there are scenes of rare beauty in the mountains that cannot easily be reached for lack of highways. The only way to improve them quickly is by a county bond issue. It is likely that this will be voted without any serious opposition.

One of the remote spots that will be opened up to travel and set within easy reach of the public by this new road plan is the famous Antelope valley.

Among the many excellent suggestions regarding county development that emanate from time to time from the board of supervisors is one from Supervisor Hinshaw, who suggests that an effort be made to obtain from the federal government a tract on each side of the roads that are likely to be constructed through the canyons. Those tracts could be used for camping purposes and would add largely to the popularity of the canyons as travel routes.

PREPARING AGAINST WAR

George H. Maxwell, author of "Our National Defense—The Patriotism of Peace," a brief account of which is given in this issue of The Glendale Evening News, is a man of ideas. His system of preparing against war is one of the most sensible that has ever been formulated. It may not meet with the approval of many of the professional idlers of the country who might see in it the end of their profession, but it is the first system proposed for governmental adoption in the United States that attempts to grapple with this difficult problem in a sensible manner.

Mr. Maxwell points out that in the great inter-related and interdependent work of forest and water conservation, of reclaiming land by irrigation, drainage, and protection from overflow, of regulating and developing the flow of rivers for power development and navigation and doing everything necessary for the protection of every flood-menaced community and valley, enough men should be enlisted in the different services through which the work is to be done to carry out such work with expedition.

That would mean employing at least 1,000,000 men. They would be scattered throughout every state in the union. Every dollar paid them in wages or expended to carry on the work, would create new values that would far outclass the expenditure. The value to the nation of such a reserve force, trained as is proposed under military supervision and ready for defense of their native land, would be incalculable.

Money paid out to the present standing army is as good as

lost. It may be insurance money, but the rate is too high. Our negligible army, smaller than the death roll of a single war day in Europe, costs more than the war-efficient army of Japan; our fleet, completely outclassed by several foreign navies, costs more than the more efficient navy of the kaiser.

One million men trained in military tactics, paid good wages for good work, in first-class physical condition from living an active out-of-doors life, officered by competent leaders and alive to the needs of national defense would be the surest and cheapest insurance against war this nation could obtain. The national forts and the national army should be used for the production of officers and non-commissioned officers for the reserve army.

A reserve of enlisted men under civil control, doing the work of peace in the time of peace and ready for war in time of war, with 50,000 men of the regular army trained to become officers and non-commissioned officers of this reserve would make this country independent of all foreign interference.

There is a profundity of common sense in Mr. Maxwell's plan that should insure its adoption with whatsoever modifications may be needed and no professional pride nor devotion to past ideals should be allowed to stand in the way of its incorporation as a national system.

OUTLINE CAMPAIGN

HUNTINGTON BEACH, July 23.—There was a large attendance at the meetings in the interest of California Dry, held in connection with the Methodist camp meeting on Saturday morning and Saturday afternoon. At the morning session the main speaker was Superintendent D. M. Gandier, who had just returned from the national meeting of the Anti-Saloon league at Atlantic City. In the afternoon Attorney S. W. Odell, who had charge of the 1914 campaign, was the chief speaker.

Mr. Gandier, in discussing the 1914 campaign, said that it was merely a skirmish leading up to ultimate victory. He gave high tribute to Mr. Odell, who he said carried on a splendid campaign against odds, receiving neither pay nor thanks for his work.

Referring to the campaign which is now being opened, he said that it is the hope of the Anti-Saloon league that 50,000 of those who voted against state prohibition in 1914 will vote for it in 1916. This will make a change of 100,000 votes, he said. But the main reliance must be placed upon getting out the 320,000 voters who did not vote and who were registered during the last campaign. He said that the saloon forces had practically all of their votes out, but a great many of the best educated, most refined women who are strongly opposed to the liquor traffic and did not vote merely because they believed itmannish to do so. He said if these women can be induced to register and to cast their votes, victory is assured.

THE MISSION PLAY

The Elks are still attending the Mission Play in large numbers. Many had not seen enough of Southern California during their convention week. So they stayed to see and wonder. At every performance of the pageant drama of this week it has been easy to count at least fifty Elk buttons.

The Moose were out in a large drove Monday, stopping off as they were passing through on their way to their convention.

The first of the Shriners are here from their convention in Seattle and there have been many of them at San Gabriel. They are so scattered that it will be impossible for them to attend at any one performance.

Among the more distinguished visitors of this week will be Mayor Thompson of Chicago. His stay in Southern California is very limited, but he hopes to arrange his itinerary so that he can pay a visit to the old historic pueblo at whose altar men have worshiped since 1771 and where the history of the San Gabriel and Santa Ana valleys began.

"I would know that the moon was waxing to the full if I was shut off from the outside world," said Mr. McGroarty yesterday. The reservations from Riverside and Orange counties have doubled."

SEEING CALIFORNIA FIRST

A writer in the Woman's Journal of Boston pays the following tribute to California and California women:

"The European war has had one incidental good result. It is leading many Americans to spend their vacations in this country instead of abroad. An especially large number are drawn to California by the expositions; and all of these have a chance to see that California women have not been robbed of their womanliness by the ballot. They can also see how proud and well satisfied with themselves the men of California feel because they have done justice to their mothers, sisters and wives.

"A visit to California sometimes converts an opponent whom nothing else has been able to reach. Bishop Fallows was never able to bring over his daughter, Alice, to his views in favor of equal suffrage till she spent two months with a married sister in California. She came home a thorough suffragist. Professor Albert Bushnell Hart of Harvard says that his theoretical objections of twenty years all melted away during the few months of practical observation on the Pacific coast. Vice-president Marshall was deaf to all the pleas of the suffragists till he went to California, and even while there he refused to meet a delegation of women voters; but upon his return to the east he came out in favor of the

ballot for women. Thousands of more obscure citizens have had a like experience.

"The air of California is good for people's physical health. It is also good for their health of mind on the suffrage question. Witness these examples, before and after taking!"

"How many cuss words are there in the English language?" asked Weslybah.

"I don't know," replied Ritchy. "Why don't you ask Naughton?"

"Does Naughton know?" asked Weslybah.

"He ought to," replied Ritchy. "He owns a second-hand automobile."

ANNOUNCEMENT

The social committee of the Baptist Young People's Union extend a hearty invitation to the members of the society to attend a social at the home of the McPhersons, 1516 Pioneer drive, Friday evening, July 23, at 8 o'clock. Come prepared to have a good time and you will certainly have one.

F. E. WATLING, Chairman.

SUPPLY VS. DEMAND

"You should turn your pen to higher things," said the well-meaning friend.

"Perhaps I should," replied the alleged humorist, "but there is nothing doing in skyscraper jokes at present."

CLASSIFIED ADS

CASH WITH ORDER

No advertising will be accepted in this department unless accompanied by the cash. The rates are five cents per line for the first insertion, with a minimum charge of twenty-five cents for the first time. Three cents per line for each consecutive insertion after the first. Count six words to the line.

FOR SALE

Specially prepared pulverized fertilizer for lawns and flowers. MacMullin's Sanitary Dairy, Sunset 154, Home 1003. 115tf

PEACHES OR PLUMS—40c, 60c box. Fine for table or canning. 700 West Ninth St. Phone Glendale 422W. 288-15*

FOR SALE—Choice peaches, 50 cents a box. 102 Glendale avenue, Tropicco. 288-13*

FOR SALE—Small diamond ring, \$20. Call at room 14, Central hotel, over postoffice. 288-t2

FOR SALE—Cow, fresh, perfect Guernsey-Jersey; rich, heavy, easy milker; also a yearling Holstein bull and also black, pure-bred Jersey bull for breeding. 405 W. Ninth St., Glendale. 28317

IF ANYTHING GOES WRONG with your plumbing, gas burners, stoves or heaters or your lawn mower needs sharpening and adjusting, ring up Young, the Repair Man, Sunset Glendale 255W. I guarantee all my work. 272tf

PAPER hanging and tinting reasonable. All work guaranteed first class. Estimates furnished. C. Fromm, 249 E. Third St. Phone 305J. 194-tf

A 1 PRACTICAL NURSE—Best home references given. Call 791 Home. 287-13*

A pretty young woman stepped into a music store the other day. She tripped up to the counter where a new clerk was assorting music, and in her sweetest tones asked, "Have You Kissed Me in the Moonlight?"

The clerk turned half way around, looked at her and said: "It must have been the man at the other counter. I've only been here a week."

The Germans are turning in their spiked helmets, as the brass on them is needed for guns. In other words, they will now make their guns talk through their hats.

May as well stay at home if you are going to worry while on your vacation.

The truth about California is ample, to boast it well.

\$3.00 \$5.00 \$10.00
\$15.00 \$20.00 \$25.00

No matter what price portrait you desire, the \$3.00 per dozen or the \$25.00, the same care in rendering a pleasing likeness will be in evidence—a care which has brought the highest awards of the camera world in the past year.

EDWARD HENRY WESTON
MODERN PORTRAITURE
113 N. Brand Blvd., Tropicco

200W

LOOK! There are firms that handle bargains in real estate just as there are stores where you are most apt to find bargains in merchandise. H. A. WILSON, 914 W. Broadway, lists only bargains. If you have property for sale or want to buy, see Wilson first. Phone Sun-set 242W.

PROFESSIONAL CARDS

Residence—467 West Fifth St., Glendale

Home Glendale 1132, Sunset 1019

H. C. Smith, M. D.

PHYSICIAN and SURGEON

Office 594 W. Broadway, Glendale

Phone Sunset 1019

Hours—2 to 5 p. m.

Dr. Frank N. Arnold

DENTIST

Bank of Glendale Building

Corner Broadway and Glendale Avenue

Hours—9 to 12 a. m., 2 to 5 p. m.

PHONE 458J

Sunset 969J —PHONES—Home 2631

Hours 9 to 12 a. m., 2 to 5 p. m.

Dr. Raymond Ludden

OSTEOPATHIC PHYSICIAN

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Boulevard, Glendale, California

Dr. T. C. Young

Osteopath, Physician and Surgeon

Office 594 W. Broadway, Glendale

Phone 348. Residence 511

Dr. O. H. Jones

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Sewing Machines--

White \$5.00

Drop-Head White 10.00

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And many others. Cash or payments. Machines rented and repaired.

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EXPOSITION NOTES

SAN DIEGO, July 23. Tramping down the El Camino Real, "The King's Highway," from San Francisco, the Columbia Park Boys' club is now nearing the San Diego exposition where a royal welcome awaits the youthful pedestrians. The boys will arrive at the Exposition Monday, July 25, and in honor of their arrival the day will be designated as Boys' day. There are more than 50 boys in the party which also boasts a thirty-piece band. The aggregation also has a vaudeville team and this and the band have been giving entertainments on the long march of 610 miles from the northern city.

Escorting the visitors in the Exposition will be a long line of San Diego boys from the public playgrounds of the city and the arrival of Young America will be signaled by many features. Only boys under fifteen will be admitted to the exposition for a reduced fee.

An event of much significance at the San Diego exposition was the International Parliament of Peace Day celebrated Tuesday, July 20. The program was given under the auspices of the exposition which was assisted by Mme. Katherine Tingley, president and founder of the International Parliament of Peace. A mammoth pageant, reflecting the desire of a greater part of this country for peace; the presence of prominent peace advocates, "The Seven S," a living picture enactment of the ancient legend of Valdene, a



UNCLE SAM ACCEPTS THEM.

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PERSONALS

H. A. Wilson transacted business in Santa Monica today (Friday).

L. E. Brockman leaves tonight for Corcoran, Tulare county, Cal., on a business trip.

Mrs. Clarence Stone of Denver is a house guest at the home of Mrs. Blake Franklin, 1498 Third street.

Miss Maude Graham of Alliance, Ohio, is a guest at the home of Mr. and Mrs. J. W. Graham of Hawthorne street.

Mrs. Miller of Thornycroft farm is entertaining the boys of the Volunteers of America at her establishment today.

Wirt Franklin of Ardmore, Okla., is expected today on a visit to his brother, Mr. Blake Franklin, 1498 Third street.

Miss Marcella Orth of Central avenue is home again after spending two weeks at Corona, the guest of Miss Lulu Powell.

Mrs. Elizabeth Bullock of Steubenville, Ohio, is spending a few days with her cousin, Mrs. J. F. Lilly, on Louise street.

Mr. and Mrs. C. B. Wilde, 238 N. Louise, with their children, Lucille and Stafford, have returned from a two weeks' vacation at Long Beach.

Mr. Volney Philip, 225 Orange street, has just returned from a three weeks' stay in Portland, Ore. Mr. Philip had a very pleasant trip to and from the northern city by boat.

Miss Mabel Ocker, sister of Mrs. Blake Franklin, 1498 Third street, goes to San Diego today, along with some friends. They will visit the exposition and the places of interest in the vicinity of the border city.

Mrs. Frank Vesper, accompanied by her daughter, Mrs. Earl Naudain, and granddaughter, Miss Lois Naudain, is at Hermosa Beach where a month will be enjoyed. Mr. Vesper and Mr. Naudain will be the overnight guests of their families.

Mr. Randall Bierbauer of Colorado Springs, Colo., was a visitor at the home of Mr. and Mrs. J. F. Lilly on Wednesday and Thursday. Mr. Bierbauer is a florist and is so much impressed with Southern California that he will probably locate here.

Mrs. C. R. Norton has returned from a few days' visit with her daughter, Alma Hillyard, and family in the city. All men know the pleasure of the homecoming of the wife after trying the hand at cooking and general housekeeping. See the smiles.

Many Glendale residents, who lived in Hillsdale, Mich., or attended the Hillsdale college, have arranged to attend a reunion with their old acquaintances and college friends at Griffith Park, Saturday, July 31. There are many in the city who hail from the old Michigan town and they are all expected to be present.

For the past number of days Miss Josie H. Ford of Greenville, Ohio, has been a guest in the Norton home on West Third street. She is a splendid Ohio lady and greatly enjoys her visit here. She was delighted with Glendale and its worthy people and thinks she may return here sometime for her future home. Such as she are always welcome.

Mrs. Pearle Smith of Houstonia, Mo., is on her way to Southern California and will be a guest while here of her aunt, Mrs. C. R. Norton. Mrs. Smith will visit the expositions while in the west. Her husband is in business in Houstonia, Mo., but thinks of changing to Southern California. California has room for all such as he and his worthy wife.

H. L. Graffious, formerly business agent of Carpenters' Union 563, has accepted a call to the Presbyterian church at El Monte. The reverend gentleman is a regularly ordained clergyman. He has many friends in the Carpenters' union where his counsel was highly valued. The good wishes of his old comrades went with him to his new field.

William Jennings Bryan will be the speaker at the at home of the

Friday Morning club of Los Angeles this afternoon. This is one of a series of at homes that the club is giving. The large audience of prominent people who will be present this afternoon will have the pleasure of listening to a first-class program of instrumental and vocal music. Among those invited are Mrs. H. E. Bartlett and Mrs. E. H. Williford.

Mrs. C. Winters of Missoula, Mont., is a visitor at the home of Mrs. Albert Frank, 1472 W. Second street.

John Bentley and son Roger of Long Beach visited at the home of George H. Bentley, 1310 Burchett, this city, Thursday of this week while on their return from the San Francisco exposition.

Mrs. Clem Moore, 1468 W. Second street, has been entertaining her mother, Mrs. E. T. Kern, of Toledo, Ohio, for some weeks past. This week Mrs. Moore's cousin, Miss Evalyn Fish, of West Barnstable, Mass., arrived on a visit and met her aunt for the first time.

SCHOOL TRUSTEES MEET

There was a routine meeting of the grammar school trustees last night in Third street school. The only business of importance was the letting of a contract for school and kindergarten supplies, which was awarded to the Glendale Paint and Paper company.

CHAMPION TO PLAY

Quite an attraction has been provided for the opening of the Pacific Avenue School playground, lawn tennis court, tomorrow afternoon. The Pacific Coast lawn tennis champion, May Sutton, will open the series of games with Mary Brown. This should attract a large crowd. The supper that is to be served in the school house will be in cafeteria style.

DON'T LIKE THE TELEPHONE

The Indians living near the celebrated Mesa Verde in southwestern Colorado are interested in the outcome of their predictions about the telephone line which the government has just completed into the Mesa Verde National park. They declare that the poles won't stand and that the wires won't talk. When asked why they solemnly reply that the "little people" will permit no such uncanny things to come so near their ancient homes. Nor can they be persuaded to the contrary. The white men will see for themselves pretty soon.

The Indians live in great awe of the prehistoric dwellings of the Mancos valley, which are, by far, the finest and best preserved of any in the American southwest. They will not believe that it was Pueblo Indians, or any Indians in fact, who so long ago that the oldest traditions describe them as they now are, carved these wonderful cities out of the cliffs. They believe that spirits built the cliff dwellings, and that spirits still inhabit them. They reverently call these spirits the "little people."

For this reason it is difficult to induce Indians to approach the cliff dwellings. Whether or not the continued success of the government telephone line will shake their superstitious faith remains to be seen.

SHOOT THE HAT!

Addressing a congregation of women at San Francisco, a misguided female told them that the jewelry and finery they wore were the expression of an admitted inferiority. He was wrong, because these are but accretions of the proper, natural and attractive differences between themselves and men. Saying this, is not to defend excessive devotion to styles. It is far from lauding the practice of wearing the feathers of murdered birds, or uncomfortable shoes or deadly corsets, or indulgence in similar follies. Nevertheless the San Francisco speaker failed to make out a case, and when he ended by telling the women they ought to wear stiff shirts and derby hats, the reason he failed was plain enough. A man so lacking in consideration as to try to fool the ladies this way could not be a deep thinker. He must of necessity be frivolous, and a guide, untrustworthy.

The starched shirt in the proposed usage may be dismissed with a word. The garment would not fit. It lends itself all right to a flat masculine chest, but is ill adapted to curves. As to the hat, consider the fact that men are bald and women not bald. Various theories have been advanced to account for this, but the most convincing one is that the stiff hat cuts off circulation, and shuts out the air. The hair starves, smothers, and gradually where it used to be there appears a shiny expanse that ever spreads. Massage, nostrum, adjuration, prayer—all are vain. Now the question is "Does woman, lovely woman, want that sort of a spot?" No? Then she should let the derby alone. Besides it is an ugly thing, and none but a beauty could wear it and not pain the ertswhile admiring eye. And if the women do adopt the derby men ought to adopt bonnets and tie them under the chin.—Pasadena News.

BUSINESS REQUISITE

Procure a stock of good values of merchandise. Offer the merchandise for sale at reasonable price. Advertise that you have merchandise for sale.

Low Average Prices Big Values High Quality Dependable Deliveries

FOUR LINKS IN OUR SUCCESSFUL EFFORTS IN SELLING DEPENDABLE MERCHANDISE. AIDED BY A BUYING POWER OF FIFTY STORES AND ELIMINATING THE JOBBERS' PROFIT PUTS US IN A POSITION TO SELL FOR LESS. ALL THE YEAR ROUND, AS CEASELESSLY AS THE MIGHTY SURGE OF THE OCEAN, WE ARE ENDEAVORING TO GIVE YOU THE BEST POSSIBLE QUALITY VALUE FOR THE LEAST POSSIBLE PRICE. THERE'S A CO-OPERATION IN ALL OUR SELLING FORCE TO GIVE YOU PERFECT SATISFACTION. WE WANT TO MAKE MONEY FOR YOU—"REAL MONEY"—THE GOOD HONEST KIND THAT YOU CAN SPEND AND ENJOY. AND WE THINK THE QUICKEST WAY TO DO IT IS TO IMPRESS THE FACT UPON YOU THAT WE ARE THE BEST STORE—BECAUSE WE HAVE MADE YEARS OF CONSTANT ENDEAVOR TO BE BEST.

New Comb Honey, made from mountain sage, per comb.	15c
QUALITY BUTTER—We carry only Fresh Churned Butter, made clean and kept clean.	20c
Besgrade, an exceedingly fine butter, per lb.	35c
Clover Bloom, a fresh, sweet creamy, per lb.	33c
Cheese Value—A rich, creamy seasoned Tillamook, per lb.	20c
Nippy Cheese, 10c; three for	25c

PINEAPPLE SPECIAL	
No. 3 size, 20c value, for	15c
Either sliced or grated.	10c
No. 2 size, 15c value, for	10c
Either sliced or grated.	10c
These are the finest goods canned, in heavy syrup.	

GRAPE JUICE—We consider Royal Purple the finest on the market, without exception.	
Small Bottles—85c dozen; two for 15c; each	10c
Pint Bottles—\$2.40 dozen; two for 45c; each	25c
Quart Bottles—\$4.25 dozen; each	45c
Armour's Grape Juice—Qts., 40c; pts., 20c.	

PINEAPPLE JUICE—Pint bottles at 13c; two for	25c
RIDGEWAY'S TEA—1/4-lb. cans for 15c; 1/2-lb. cans, 30c; 1-lb. cans	60c

BUNGALOW SUITS	
The latest novelty in women's wear—the daintiest, most sensible, and most attractive garment; light, cool and full of comfort; 3/4 length belted jacket. Plain tailored skirt, with wide hem. Hobo cap made from soft toned fabrics, woven special for summer wear.	
They'll wash beautifully.	
Colors, pink, Copenhagen blue and lavender.	
Special sale price	\$1.00

Children's Canvas Washable Hats at	50c
Canvas Hats for men, ladies and misses.	50c
White Tennis Shoes in All Sizes Slip-on-Kids—for children—cool and serviceable coveralls at	75c
Light Children's Rompers at	50c

BARATARIA SHRIMPS—Note Our Price. Why pay 15c and 25c?	
1/2-lb. Our price.....	10c
1-lb. Our price.....	20c

NEW CANNED TUNA	25c
1/2-lb. cans, regular 15c size, our price three cans for.	25c
1-lb. cans, regular 25c size, our price two cans for.	25c
Pink Beans, 5 lbs. for	25c
Java Rice, splendid value, 5 lbs. for	25c
25c pkg. L. H. Washing Powder for	20c
25c bottle Salad Oil for	20c
25c can Corned Beef for	20c
25c can Lunch Tongue for	20c
25c can Best Red Salmon for	20c

MILKS AT WHOLESALE	
Mount Vernon Milk—4 dozen for \$3.10; three cans for	20c
Sego Milk—4 dozen for \$3.10; three cans for	20c
Country Club Milk—85c dozen; two cans for	15c
Carnation Milk—90c dozen; 4 doz. for \$3.50; three cans for	25c

FLOUR—Don't forget the brand—Gold Arrow—a product of eastern hard wheat—goes further and gives you better value, only found in the cup. No prizes which you have to pay for by a less value in quality.	
T. M. C. Blends at 30c, 35c and 40c. We give special price on quantity purchases. Hotel Blend, the best 25c value on the market; equal to any competing 30c blend; our price 25c; two lbs. for	45c

EVERYTHING FRESH IN FRUIT AND VEGETABLES

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SUNSET GLENDALE 18 & 19, HOME 524	COR. CENTRAL AVE. & SAN FERNANDO ROAD

LA CANADA

About three months ago an automobile was stolen from the Green-Anderson garage here. The owners sent out cards advertising the same, and the car has just been located in a garage in Los Angeles with a bill of \$16 storage charges against it, but no trace of the person who left it there.

H. R. Gould, who had his ankle broken in the ball game at Monte Vista on the fifth, is able to get around on crutches, but the ankle and foot are still confined in a solid plaster cast.

Max Green says that he thinks with assistance that Russell Ervin will soon be a master mechanic, at least along motorcycle lines, as he has taken his machine to pieces this week and expects to be able to put it together again.

The People's Grocery store, G. E. Metcalf, proprietor, have extended the route of their ice wagons so as to supply the entire valley as far as Monte Vista.

The Valley Water Co. is pumping 35 inches from its well continuously and is furnishing its stockholders in the lower portions of the valley an abundance of water.

Miss Wiggins of Los Angeles spent Tuesday and Wednesday the guest of her cousin, Mrs. C. N. Weaver of Michigan avenue.

H. L. Hayman made a business trip to Los Angeles Wednesday.

Dr. Chas. McDonald, who recently received his license to practice from the state board of dentistry, is meeting with much success in his new office in Pasadena.

Mr. Brown has located on and is improving a 40-acre hill tract in the west end of the valley.

It has been necessary to remove Mrs. Joachin, who has been ill for

Mr. J. H. Nichelson has sold his ranch on South Texas street and he case.

Dr. and Mrs. Ockerman of Sioux City, Iowa, and Dr. and Mrs. Harman of Cedar Rapids, Iowa, who have been the guests of Dr. R. S. Lanterman for some time, are now on the northern part of their journey, after which they will return to their Iowa home, but they have been so pleased with this section that they expect to return here this fall to locate permanently.

Earlton, the suburban residence of Editor E. T. Earl, is undergoing extensive improvements along the lines of landscape gardening and re-foresting. It is reported that \$25,000 is the cost of the improvement and that 50,000 forest trees are being planted in the re-arrangement.

The La Canada Water Co. put into service this week its new pipe line from Pickens canyon. This nearly doubles the capacity of the company and guarantees an abundant supply to all its patrons.

Mrs. E. G. Metcalf and infant son will leave about the first of the month for an extended visit with her relatives near San Francisco.

The county improvements to be made on Roy, Texas and School streets are held up awaiting a decision from the superior court as to the validity of the act under which the work was to be done. The decision is expected about August 15 and is almost certain to be favorable, and work on these needed improvements will soon begin.

The state highway, which will leave the present boulevard at the church in La Canada and run five miles west to Sunland, through La Crescenta, will be constructed at once, as contracts for the work amounting to \$110,000 were let the first of the week.

After the program a social time with refreshments following completed the meeting. Prospects are indeed bright for the year's work of the society.

Mr. J. H. Nichelson has sold his ranch on South Texas street and he case.

some time, to a hospital in Los Angeles, but there is little hope of her recovery.

Quite a revival of interest in real estate is taking place in the valley. Some sales are in process of completion and two handsome residences are about to be constructed.

A new road is being considered which will leave the boulevard at or near the summit of the Montrose hill and take a southeasterly direction to connect with Center street at Texas street. We understand that the property owners have about agreed as to the opening and improvements of this road which will be of much benefit to all concerned.

The meeting of the Valley Improvement Association at the hall of the Valley club last Saturday evening was exceptionally well attended, and the program most interesting. President Brooks, who had been re-elected for the third time, gave an inaugural talk, outlining his plans for the coming year's work, which was highly appreciated. Mrs. Metzelle and Elsie Anderson played some very beautiful instrumental duets.

P. H. Johnson read a most interesting paper on the European war and Mrs. Max Green gave a reading in her usually artistic manner.

Mr. Brigham read a communication from the county supervisors in regard to a meeting called for July 25 to get the sentiment of the county in regard to a bond issue of several million dollars, with which to build the Arroyo Seco and Azusa boulevards to Antelope valley as well as other connecting links of the good roads system.

After the program a social time with refreshments following completed the meeting. Prospects are indeed bright for the year's work of the society.

Public sympathy for Thaw is not near so pronounced as the hope that we have heard the last of the Thaw

is looking around the valley with a view of purchasing an acre or so and building. Mr. Nichelson has lived on his ranch over twenty-five years and has set out all the trees and built all the buildings himself besides attending to all the other ranch work. Mr. Nichelson has not hired over a hundred dollars worth of work done on his ranch since he has lived there.

Mrs. Brooks entertained with a prettily appointed luncheon one day last week. Those enjoying Mrs. Brook's hospitality were her daughter, Mrs. Cuthbert of Alhambra, Mesdames Penfield, Jackson, Guidinger, Home, Stultz and Miss Godfrey.

Mr. A. T. Smith of School street has been confined to his home for a few days on account of illness.

Miss Dorothy Lester entertained ten of her Pasadena school friends Wednesday with a picnic lunch.

Mrs. Harriet Willard of Grand Rapids, Michigan, has been visiting friends and relatives in La Canada this week.

The Misses Lulu and Katheryne Green had as their guests over the week end Miss Dorothy Hunt and Miss Ray of Glendale.

SPECIAL NOTICE OF SCHOOL MEETING

A special meeting of the patrons of the school district has been called to meet at the school house Saturday afternoon at two o'clock to consider the matter of erecting a new building. Plans and estimates will be presented and a full attendance and discussion is desired. The district is well able to erect a modern, up-to-date building, and now is the time to make the start.

Does your wife share your ideals and aspirations?" "To some extent. When we go to a ball game together she hopes the home team will win."

Why don't they even fine the laundries for scorching?

AN AUTO AT YOUR OWN PRICE

Watch this space daily and you will find the bargain in a used car that you have been looking for.

5-Passenger Overland, good condition	\$395
5-Passenger Studebaker, fine shape	\$400
7-Passenger Studebaker	\$585

Cutting 40-horsepower car, good condition, will trade.

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KELLEY & McELROY NURSERIES TREES AND PLANTS of all kinds and in any quantity.

SEEDS AND BULBS CUT FLOWERS AND FLORAL DESIGNS TO ORDER Garden Tools, Hand Plows, Insecticides and Fungicides; Fertilizers.

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CONDESCENSION

"Does your wife share your ideals and aspirations?"

"To some extent. When we go to a ball game together she hopes the home team will win."

Why don't they even fine the laundries for scorching?

How, and Why, — the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars—i.e., exclusive of Trucks, etc.

More than 90% of them, or about 1,623,555, use Pneumatic Tires.

Each car will wear out and replace, on average, about one Set of Four Tires per year.

Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the price of Tires to Consumers.

Because,—Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper.

The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline,"—he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

—1st—Automobile Manufacturers, as a class.
—2d—Automobile Dealers, as a class.
—3d—Garage Owners, as a class.
—4th—Lubrication & Gasoline Manufacturers, as a class.

But,—he is a greater loss to TIRE Manufacturers, and Dealers, as a class, than to any others.

Because,—

—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors.

But,—Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through using it.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers.

—We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

Made as always—

—The same reliable Construction.

—The same dependable Service.

—Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3½ Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion.

The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40%, in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see!

Then, if you are not already a Goodrich User, do your self (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.